

NOMINATION FOR AWARD

AWARD Outstanding Public Affairs Noncommissioned Officer		CATEGORY (If Applicable) Individual	AWARD PERIOD 1 Jan - 31 Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) TSgt. Carl A. Norman		SSN (Enter Last 4 Only) 2399	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 3N071, AFMC News Service Editor, Newspaper Consultant		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-7630, Comm 937-257-7630	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA, 4375 Chidlaw Rd, Rm N152, Wright-Patterson AFB, OH 45433-5006			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Comm 937-257-6306, donna.pastor@wpafb.af.mil			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p>Overall Effectiveness & Job Accomplishment:</p> <ul style="list-style-type: none"> - A seasoned pro; superb leader, advisor, and professional NCO! Vital to command communication - Carl sinks his teeth into the command editor's role! Sends only the most concise, understandable and value-packed products to Air Force Print News service; he works doggedly and with total confidence <ul style="list-style-type: none"> -- Clean, efficient editing style resulted in 459 stories published by renown AFMC News Service, leading all major commands in production; 147 were picked up by AFPN, amazing 33 percent rate! - Published YES (Year of the Engineer and Scientist) article in <i>Crosstalk</i>, a DoD technical periodical <ul style="list-style-type: none"> -- While designed to inform, his quality stories had great recruiting effect--at least one hire to date! - Several news service stories resulted in additional civilian media coverage both at HQ and base levels <ul style="list-style-type: none"> -- Millions nationwide exposed to Air Force scientist & engineer recruiting, new technology news - Coordinated all of AFMC/CC's base newspaper interviews when he traveled around the command - Authored 31 articles this year! They ran in an average of 3.5 base newspapers per publishing week <ul style="list-style-type: none"> -- Senior AFMC leaders lauded his ability to explain complex policy and mission concepts in print <p>Leadership/Organizational & Planning Skills:</p> <ul style="list-style-type: none"> - Effective mentor, consummate volunteer, consistent performer, Carl is AFMC's 1st source for news - Worked with AFNEWS to be lead reporter on Gen. Lyles' testimony before the Commission on the Future of U.S. Aerospace Industry in D.C; successfully telling the story of a transformed AFMC - Coached intern through research, drafting, and editing process for story on AFMC/CC's visit to base contractor who employs people with mental handicaps--result: AF- and region-wide positive coverage - - Attended NCO Academy at Tyndall AFB; served as writing coach for classmates' assignments - Setting the standard for team play, served as security forces augmentee as morning gate guard <ul style="list-style-type: none"> -- Reported at 0430 each duty day for a month in late winter, partner in protecting base security - Off duty, he's heavily involved with church and community functions--a true ambassador for AFMC! <ul style="list-style-type: none"> -- Sunday school director, music director and youth leader at church; served on the search committee for a new pastor, even took on the role of director for this year's well-attended Christmas play <p>Judgment and Decisions:</p> <ul style="list-style-type: none"> - TSgt. Norman is the answer for all assignments requiring an experienced and confident professional! - Coordinated 4-star's internal interviews during PACAF trip; worked tough questions w/HQ agencies <ul style="list-style-type: none"> -- Messages on target; provided conceptual framework for "warfighters supporting warfighters" theme - Interviewed SECAF James Roche and wrote story highlighting his thoughts on AFMC transformation <ul style="list-style-type: none"> -- Clearly and concisely outlined this high-level, yet often misunderstood, priority of top DoD leaders - Recognize as one of the best AF editors, AFNEWS selected him to be editorial advisors <ul style="list-style-type: none"> -- Read and critiqued 20 base newspapers with their editors, resulting in improved writing/layout -- Sagely advised more than 110 AF journalists attending 2002 AF Writer/Editor workshop. Wow! - Taking advantage of AF tuition program to pursue BA degree in communication at local college <p>Communication Skills:</p> <ul style="list-style-type: none"> - Writer/ghost writer extraordinaire! Regularly pens AFMC commander's editorials, keeping the command well-informed of his expectations; consistently gets CC's approval with minimal changes - His stories stayed on top of significant subjects--CSAF survey, new master labor agreement, civilian employee health programs, Year of the Engineer and Scientist, and "Why do you serve" commentary - Authored powerful story about former POW Bill Robinson who spoke at NCO Academy; all 195 class members signed and framed print article, now an attraction at the Academy's POW display - Took on the responsibility of developing writers throughout AF's most diverse command <ul style="list-style-type: none"> -- Writing coach to five HQ AFMC offices for important news stories relating to their individual sections--resulted in AF-wide coverage and increased understanding of AFMC's mission -- Guided writers at Eglin AFB in creating story on new AFMC Combat Readiness Training Center--informed AFMC of new training opportunity; highlighted center for others to benchmark 			